

YOU can play the most difficult composition ever written, irrespective of whether you understand music or not, on the

Pianola-Piano

You can play with the perfection of technique equalled by no living pianist. The wonderful expression levers found only on the Pianola Piano enable the merest novice to play with the expression and feeling of the great master. Come in and play the Pianola Piano yourself—only in that way can you fully appreciate its qualities.

Walter D. Moses & Co.

103 East Broad Street.
Oldest Music House in Virginia and North Carolina.

NEW YEAR'S HUNT PROVES SUCCESS

Despite Heavy Going, Large Field Follows Hounds at Brisk Pace.

The Deep Run hounds met at Pine Camp yesterday afternoon for the usual New Year's run. This hunt is one of the most attractive of the season, and is always looked forward to with interest. A large number of guests are in attendance, and yesterday's run was no exception. The guests of the afternoon were Count von Gersdorff, of Berlin, Germany, and H. M. Wink, of England. Much to the regret of the Deep Run members the Riverside Hunt, of Petersburg, was prevented from coming over and participating in the run.

The interest in yesterday's hunt was marked, showing an increase over the last meet, a large contingent on horseback and in automobiles being out to see the hunt start off and watch it from various points of the road. The run was fast and exciting from start to finish, and though the weather conditions were excellent the going was very deep.

Misses Fredericks and Mary Ann Campbell, both clever young horsewomen, were the only members of the fair sex to follow throughout the run. The first one was in McDonald's, and the hounds readily led the field at a furious pace through Carroll's and Childers' fields, through the woods, and on to the Country Club, where a large crowd on the porch and field enjoyed a spectacular finish over the jumps in front of the clubhouse.

Those riding were: W. O. Young, M. F. H. on Overland, H. C. Beattie, Jr., on Nick, E. B. Snyder on Her Grace, James W. Graves on Highgate, E. D. Harris on Leaning Boy, J. A. White on Iron Prince, Miss Fredericks Campbell on Lady, Miss Mary Ann Campbell on Betty, Miss Campbell on Lightfoot, W. B. Snyder on Baby, J. R. J. Anderson on Paladin, B. M. Wink on Pauline, Captain Rhodes on Red Boy, Count von Gersdorff on Gray Boy, Huntsman Thornton on Gates.

TIMES-DISPATCH BOWLING LEAGUE

The Makeups and the Monotype teams, of the Times-Dispatch League, played their final game for the first half of the season at the Newport Alley last night. The Makeups in a gallant fight captured two out of three games. Burke played in his league form, and put up a nice total. The score:

Makeups	1	2	3	Total
Thurks	100	100	100	300
Ross	100	100	100	300
Wells	100	100	100	300
Totals	300	300	300	900

Monotype	1	2	3	Total
Morgan	100	100	100	300
McGinnis	100	100	100	300
Hoffert	100	100	100	300
Totals	300	300	300	900

A large number of golfers were out.

HERMITAGE GOLF CLUB

Twelve and under. R. H. Meade made the best score yesterday in the New Year's tournament at the Hermitage Golf Club in the first class, which included all players with a handicap of twelve and under.

In the second class, which included all players with a handicap of nine and ten, E. L. Word made the best score, winning the second prize.

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Houses Without Chimneys

YOU see them often—the builders' and contractors' shacks—the temporary buildings for every sort of purpose. Almost invariably they are kept warm and comfortable in cold weather by the

PERFECTION

Wherever furnaces or ordinary stoves cannot be used, or wherever ordinary heat is not sufficient—you find need for one of these handy Perfection Heaters.

If you've a house without a chimney, or a cold spare room, or a balky furnace, you will appreciate the Perfection Heater.

Made with nickel trimmings (plain steel or enameled turquoise-blue drums). Ornamental. Inexpensive. Lasts for years. Easily moved from place to place. At dealers everywhere.

STANDARD OIL COMPANY

(Incorporated in New Jersey)
Newark, N. J. Baltimore, Md.

Shoreham Hotel Company

Announces the Opening

—of—

SHOREHAM HOTEL

H Street Northwest, at Fifteenth Street,

WASHINGTON,

Saturday, January 4, 1913

in the afternoon at 4 o'clock.

W. H. BARSE, Manager.

Several business men of Richmond are interested in the proposed boxing club which will be formed shortly by George Herbert, and which will be operated on business principles. Within a few days a date for the meeting at which the club will be formally organized will be announced. This organization will be a charter, and a campaign for membership will be waged. It is proposed to run the boxing club on high. George Herbert will see that entertainment is afforded for the membership of the club.

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HURDLE BEATEN BY GEO. HERBERT

Baltimorean Wins First Fall Decisively, but Loses Remaining Two.

After winning the first fall in comparatively easy fashion with a hammerlock in just nine and a half minutes, Young Hurdle, the Baltimore boy, who has been trailing George Herbert for several months asking for a match on the mat, lost the bout by a decision at the City Auditorium, Herbert gaining the last two throws. No particular title was at stake; it was merely a case of trying to determine which of the two was the better boy, and Herbert won.

As a preliminary, Walt Evans and Young Casselman entertained the audience with fifteen minutes of exhibition wrestling, the ending without a fall having been obtained.

After viewing the house, Hurdle at first refused to go on, but Herbert agreed to make up any deficit between what the box office showed and the guarantee demanded by the Baltimorean. When they got together Hurdle appeared to outweigh the local boy by about ten pounds, though the agreements—said that both were to weigh in yesterday afternoon at 3 o'clock at 120 pounds. This little detail was evidently overlooked.

Gaining a hammerlock after more than nine minutes of sparring, Hurdle pinned Herbert's shoulders to the mat. A wait of ten minutes brought them back to the center of the mat, and Herbert won the fall with a further Nelson in twelve and a half minutes. Another intermission of ten minutes followed. Using a further Nelson and a hammerlock, the local grappler won the final fall and the match.

After the conclusion of hostilities Hurdle asked for a return match for a side bet and the winner to take all of the gate receipts. Herbert followed with an announcement that he had retired from the mat and would devote the rest of his time to the boxing game.

The small house enjoyed the engagement, and the conclusion generally reached was that Hurdle was the stronger and used his head to better advantage. Herbert displayed more staying qualities. Hurdle complained of a sprained arm, which may have had something to do with his showing.

Flight Called Off. St. Louis, Jan. 2.—The scheduled eight-round bout between Johnny Kilbane, of Cleveland, featherweight champion, and Ollie Kirk, a local fighter, was stopped at the fourth round because of a leg break from being knocked out.

BOOST AUTO SHOW IS LATEST WORD

Committees Named to Keep Alive Interest Already Shown in Big Exhibit.

Letters in various other forms are reaching the business men of the city, from the members of the "Boosters Committee" for the Richmond Automobile Show to be held at the Horse Show Building in February. These letters designate the recipient as a committee of one to secure twenty-five present moving pictures, in which Mr. Ridgely participated, and Mr. Ridgely lectures on the pictures. It is probable that they will be seen at one of the local play houses during their week or ten days stay in Richmond. They will also make films for the competition which they represent while on the tour.

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ASHEVILLE GAME NOW ARRANGED

Lynchburg Y. M. C. A. Quint Will Play North Carolinians on January 9.

Lynchburg, Va., January 1.—After lengthy negotiations the Asheville, N. C. Y. M. C. A. basketball team has agreed to play the local association quint two games, the first of which is to take place here January 8. The return game will be played at Asheville February 2.

Director Warthen is still dickering for games with the Washington and Richmond associations and with the Virginia Polytechnic Institute.

Two games have been agreed upon with the Greensboro, N. C., and Roanoke associations, but these dates have not been definitely decided upon yet. The same condition prevails as to two games with Roanoke College, Virginia Christian College and the Rivermont A. C. of Lynchburg, which will be given two games.

The quint has already played and won two games and is scheduled to open its local schedule next Saturday night at Lexington with the V. M. I. Cadets.

The dates already scheduled follow: January 6—V. M. I. at Lexington. January 8—Asheville Y. M. C. A. at Lynchburg. January 16—Hampton-Sidney College at Lynchburg. January 21—Danville Y. M. C. A. at Lynchburg. February 2—Asheville Y. M. C. A. at Asheville.

Other eight games certain will be two each with Roanoke Y. M. C. A., Roanoke College, Greensboro Y. M. C. A., and one with Christian College and the Rivermont A. C.

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Plans to Sell Direct to Consumer

Study the Schemes Printed Below—Write Us Your Ideas \$25.00 IN GOLD FOR BEST LETTERS

BRINGS CITY MARKET TO DOOR OF PRODUCER.
Gentlemen—A great impetus towards the prosperity of the American farmer will be handed out to him by Uncle Sam as a New Year's gift on January 1, 1913, in the parcels post, and which will virtually bring the city market to his door for small lots of farm, garden and dairy products, which would not justify his taking the day off to drive to town to market a pound of butter, a quart of strawberries or a peck of early peas. There is too much valuable time spent by the average farmer on the road or in the village, which could be used to a good advantage on his farm, and this evil will largely be eradicated by the parcels post system; and while the good wife or the cherry-cheek daughter is arranging the packages for our government to take to market for us, he can busy himself with something to do on the farm, in place of tramping or driving to town with a dollar's worth of produce to sell, thus wasting a day, when it could be so well spent around the barn yard or at the plow; and if the farmer will just let the parcels post do his running around, while he uses that time on his farm, he will be surprised at the end of the year to see the very substantial increase in his bank account. "INTERBROOK."

QUOTE PRICES TO SHOW SAVING.
Gentlemen—I think the best way to sell farm products by parcels post is for the farmers all over the State of Virginia to get together and advertise in The Times-Dispatch and other leading newspapers in the State what farm products they have got to sell and the very lowest prices they can sell them for, so the consumers can see what a big profit they can make by buying direct from the farmers through the parcels post. Our largest business houses in the United States have been built up by advertising in the leading papers of the country, and I think if the farmers will try my idea they will soon have the high cost of living cut down a great deal, and also make a bigger profit for themselves by selling their products direct to the consumers. I remain, Yours very truly, JAMES W. RUFFIN.

ADVERTISE AND SELL RELIABLE GOODS.
Dear Sir—I have lived on a large farm and in the city, too, and understand the farmer's desire to sell and the city housekeeper's need to buy, but there has been no satisfactory way to bring the two together. Thanks to the parcels post for supplying the connecting thread. By means of the parcels post, the farmer will be enabled to have regular customers in the larger towns for certain classes of produce that he can regularly supply. For example, butter, eggs and dressed chickens. He should contract to supply some housekeeper or boarding house known to be reliable (most farmers know these already), and he should take care that they are never disappointed in him. His products must be of the quality he recommends them, for the farmer will find that the city woman may allow herself to be "put upon" by the wares at her door, and occasionally by her grocer, but she will hardly buy by mail from an unreliable person, for in buying by mail, unlike from a wagon or store, she has no chance to examine an article before purchasing.

In disposing of the products he regularly produces, but yet are staple and important, such as hams, sausage, spareribs, etc., the producer should advertise these under the head of classified advertisements in The Times-Dispatch or other city papers. This will cost only ten cents, or I sent the parcels post as a means of sending their produce to town and their customers, thereby saving themselves many a weary and oftentimes cold and dreary trip to deliver their stuff themselves. The first great and essential thing to be considered in finding a way to sell farm products by mail is advertising in a newspaper, which one has for sale, that he can be readily sent by parcels post, so that the consumer will not have the trouble of having to pay the carrier upon receipt of the stuff. Secondly, contrive so as to have something in need of a small and neat package, so that his packages are in a way distinctive, let him use a neat package be a kind of mark, which he will also find it desirable to have a rubber stamp, marking his name and address on every package. Very truly yours, MRS. STERLING H. DIGGS.

ADVERTISE PRICES POSTPAID.
Gentlemen—Now that the United States has at last decided to inaugurate the parcels post, so long in vogue in England, and of great benefit and convenience to the country people, it is to be hoped that the country folks in this country will be quick to see the advantages to be gained by using the parcels post as a means of sending their produce to town and their customers, thereby saving themselves many a weary and oftentimes cold and dreary trip to deliver their stuff themselves. The first great and essential thing to be considered in finding a way to sell farm products by mail is advertising in a newspaper, which one has for sale, that he can be readily sent by parcels post, so that the consumer will not have the trouble of having to pay the carrier upon receipt of the stuff. Secondly, contrive so as to have something in need of a small and neat package, so that his packages are in a way distinctive, let him use a neat package be a kind of mark, which he will also find it desirable to have a rubber stamp, marking his name and address on every package. Very truly yours, MRS. STERLING H. DIGGS.

SELL AS YOU ADVERTISE.
Gentlemen—I think that before anybody can sell anything it is imperative that he should advertise. Of course, it pays in the end. It may be that Richmond people will not benefit much from the dairy products by parcels post, as Richmond is blessed by having two markets where the farmer sells his products direct to the consumer, but in the large and congested cities in the North is where the people will reap a very fine harvest, as it will do away with the commission man. As I said at first, you must advertise, and then sell as you advertise; i. e., if you advertise first-class goods, send them, and then only. A bad reputation is both easy to make and hard to get rid of, and if you have a good one, people will always buy where they can rely on the order. There is another way, but that is not as good as advertising. That way is to write to the people. That branch of advertising has been so abused that people are very distrustful of the letters. Summed up, there is only two good ways to sell dairy products through parcels post—by advertising in the papers and by selling first-class goods. Yours truly, ELIAS GOLDIN.

BEST WAY IS TO ADVERTISE IN NEWSPAPERS.
The question of marketing our farm produce is made much easier through the establishment of the parcels post service. The question that first arises is, how will I get in touch with the buyers for my produce? The best medium is through the classified ad. column in the newspaper that has the largest circulation in the city or section that you wish to sell in. Magazine advertising is too general to give us adequate returns. After you have gained in this way enough regular customers to take the produce to the city, you must advertise, and then sell as you advertise; i. e., if you advertise first-class goods, send them, and then only. A bad reputation is both easy to make and hard to get rid of, and if you have a good one, people will always buy where they can rely on the order. There is another way, but that is not as good as advertising. That way is to write to the people. That branch of advertising has been so abused that people are very distrustful of the letters. Summed up, there is only two good ways to sell dairy products through parcels post—by advertising in the papers and by selling first-class goods. Yours truly, ELIAS GOLDIN.

PRODUCER CAN INCREASE HIS PROFITS.
Mr. Producer, Uncle Sam has a New Year's gift for you that is going to be of lasting value to you and all the rest of the farmers in this country. The parcels post will be inaugurated at the beginning of the new year. You have been hearing about this for a long time. You have known of how it has helped the farmers in other countries where it has been given a fair trial. You have it now yourself. What are you going to do with it? Are you going to let it pass by? Are you going to let it just go by you and use it to the very best advantage?

What the parcels post is going to do for you is to enable you to put directly into the hands of the consumer the surplus small products from your place at a cost that will not eat up all the profits. Isn't this a boon to you, Mr. Producer?

It has been said that the farmer has not been getting more than 20 per cent of what the consumer has to pay for farm products: cost of transportation and selling have eaten up the other 80 per cent. Now you have an opportunity to change all this. The Post-Office Department is trying to help you. "Parcels Post Regulations," a little pamphlet which they have issued for your instruction, is what you must have to tell you in detail what you may send, how much you may send, and what it costs. Get this from the Post-Office Department.

Now, a specific example: If you live on a small farm, and you have a surplus of more than seventy-two pounds in length and width combined. You may ship almost anything that you may have to dispose of from the farm—butter, eggs, dressed chickens, fruit, etc. The weight must not be more than seventy-two pounds in length and width combined. Such articles as would be likely to injure other mail matter if soiled or broken must, of course, be packed under certain regulations. If your package is to be delivered locally—that is, does not have to be handled by a railroad or steamboat—the rate is 5 cents for first pound and 1 cent for each additional pound. If it is to be sent within a radius of fifty miles, 5 cents for first pound and 3 cents for each additional pound. Longer distances slightly increase rates. Special parcels post stamps must be attached to all packages. You may insure packages for \$10 at cost of 10 cents.

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